REMARKS

The specification has been amended to correct informalities, as noted by the Examiner

Claims 6 and 12 have been amended to correct informalities, as noted by the Examiner. Claims 6 and 12 now depend from claims 1 and 7, respectively.

New claim 13 has been added to further cover the embodiments described in the specification.

The Examiner has rejected Claims 1-12 under 25 USC 102(b) as being anticipated by Wynblatt et al. (US6,219696, hereinafter Wynblatt). These grounds of rejection are traversed for the following reasons.

Wynblatt discloses a system for broadcasting "actively broadcast URLs (ABUs) for drive-by internet information" (or ABU-DaBII). A message is generated for radio broadcast by a short range radio transmitter (reference 36 in Figure 2) containing the ABU. An example of an ABU is provided in Figure 3, the ABU comprising a start code, a URL string, a break code, a title string and a checksum. The ABU is broadcast in order to be received by any and all mobile information terminals (e.g. reference 26 in Figure 2) that are in the vicinity of the radio transmitter. If a mobile agent receives the ABU, the mobile agent can extract the URL from the ABU and request data (e.g. a webpage) from a WWW server with the address provided in the URL. In examples provided by Wynblatt (e.g. Figure 1), the short range radio transmitter may be embedded in a billboard, and the mobile information terminals may be mobile devices associated with automobiles, trains, pedestrians, robots etc. (e.g. column 4, lines 2-5).

6

Generally, the URL embedded in the ABU will be associated with a commercial entity, the ABU being broadcast over a radio frequency to allow a user of the mobile information terminal to receive the ABU and in response retrieve data about the commercial entity from the URL via the internet. Hence the ABU acts like a kind of electronic billboard to passers-by.

Contrary to the assertion of the Examiner, however, Wynblatt does not provide for creating a message containing substitutable variables and addressed to said destination server.

Wynblatt is very specific about the ABU being broadcast (e.g. column 3, lines 5, 10, 14, 22, 40 etc.), in that the ABU is generally transmitted, via radio, to any mobile information terminals within the broadcast range of the radio transmitter. Indeed, one problem that is being solved by the ABU is how to transmit a large amount of information, over a radio frequency, as quickly as possible (see column 1, lines 34-56), to as many users as possible, without the users spending a large amount of time in the range of a radio transmitter broadcasting the information. This problem is solved by broadcasting the ABU (including the embedded URL) which tells the user how to retrieve the large amount of information via another medium (i.e. the internet). Hence, the ABU is specifically broadcast to mobile information terminals, and is not addressed to any destination server, as this would defeat the purpose of broadcasting. Indeed, Wynblatt does not teach or suggest transmitting a message containing substitutable variables and addressed to any destination server, or in fact to any specific address. Given the advertising nature of the ABU, it is contrary to the spirit of the ABU to address/transmit the ABU to a single destination (e.g. a destination server).

7

The local agent 28 may include placeholder variables in the URL, which it broadcasts to any mobile information terminal(s) 26 within radio range allowing the WWW browser of any mobile information terminal(s) 26 to customize the user's use of the WWW by inserting a value into the URL, in place of the placeholders variable, which is commensurate with the mobile agent's situation and the user's preference as described in column 5, lines 9-33. However, such inserted values provided by the WWW browser are not addressed to the WWW browser, which would be required to correspond to the receiver of claim 1 or network portal of claims 7 and 13. The inserted variables are merely added by the WWW browser as part of the ABU for the benefit of augmenting the information provided by the user of the mobile information terminal, e.g. gas level and fuel efficiency, to any WWW server addressed by the URL.

While the mobile information terminal(s) 26 use the ABU, which contains a URL to retrieve a WWW document as taught at the bottom of column 3 and the top of page 4, the message broadcast to the mobile information terminal is <u>not</u> addressed to a destination WWW server to meet the destination server as recited in the claims.
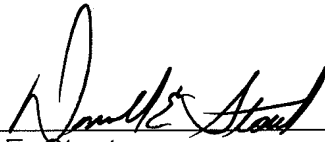
Further, contrary to the assertion of the Examiner, the URL taught in Wynblatt is not the message being broadcast. Rather, the ABU is the message being broadcast, the URL including any information substituted for placeholder variables is information that is part of the content of the message forwarded to the WWW server identified by the URL. In other words, while the URL does contain a destination address, the ABU is not addressed to that destination address, but rather broadcast, via radio, to any mobile information terminal(s) 26 within listening distance.

8

In view of the foregoing amendments and remarks, it is submitted that each of the claims in the application is in condition for allowance. Accordingly, early allowance thereof is respectfully requested.

To the extent necessary, Applicants petition for an extension of time under 37 C.F.R. §1.136. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account No. 01-2135 (1375.43420X00) and please credit any excess fees to such Deposit Account.

Respectfully submitted,

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